

Partners *in Promoting Public* Employment Exchange

When it comes to promoting public employment exchange in Washington County, St. George EC Manager Jan Thompson and service providers seldom miss a beat.

The first St. George area Chamber of Commerce luncheon of the year 2000 featured DWS Job Coordinator Roberta Jorgensen and Business Consultant Ruben Garcia. Roberta is stationed at Dixie High School helping students with career exploration guidance and employment.

Ruben works with our employer customers in Washington County. They presented information to more than 100 Chamber members about the dynamics of the current workforce, employment exchange activities and how students are being prepared to enter the world of work.

A week later, Labor Market Economist Lecia Parks

Langston, along with Ruben and Jan participated in the Washington Co. Economic Summit. This summit featured Governor Michael Leavitt and Mitt Romney as the keynote



presenters. Breakout sessions included a presentation on local demographics and labor market conditions by Lecia, and an HR panel (including Jan) discussion about successful employer/employee relations facilitated by Ruben. Hats off to dedicated DWS staff!

in this issue

UI Testimony	2
Employer Conf. Report . .	2
Kudos	3
Business Consultants Staff .	4
Lee's Closing	4

Ability is Ageless

The second annual "Ability is Ageless" Employment and Information Fair was held in February and was attended by over 500 55+ job information seekers. It was a huge success for employers and job seekers alike.

The St. George EC collaborated with several private employer sponsors and together planned and orchestrated a very successful community event. Dubbed "Ability is Ageless 2000", this year's fair hosted 52 display participants who were either recruiting or sharing

Continued on page 4

Nephi School-to-Careers

Exciting things are happening in the Nephi area with the School-to-Careers Program. As this is a new program in this district, the Nephi Chamber of Commerce, with the Juab School District and DWS, met together to exchange ideas for coordinating services with both clients and employers.

A slide presentation was shown, followed by a question and answer period. At the present time there are approximately 45 employers signed up to work with the students. Many employers have participated in this program recently with much success. DWS presented material on apprenticeships and internships which proved beneficial to attendees. DWS looks forward to meeting again to further develop the program.

State of Utah

Governor Michael O. Leavitt

Department of Workforce Services

Robert C. Gross,
Executive Director

140 E. 300 S.
Salt Lake City, Utah 84111
(801) 526-WORK (9675)



2000 Utah Employer Conference a Success!

Were you one of the 450 employers who attended the 2000 Utah Employer Conference in January? Those in attendance were among the first to receive the Annual Economic Report to the Governor and the 2000 Utah Wage Data report.

Natalie Gochmour of the Governor's Office of Planning and Budget presented the economic report, which indicates that Utah is still among the fastest growing states in the nation, although our economy has slowed somewhat.

Lt. Governor Olene S. Walker responded to the report by paraphrasing Governor Leavitt's words: "In order to succeed in today's economy, workers, businesses and government must continuously reinvent themselves." She stated that Governor Leavitt is deeply committed to helping state government fulfill its responsibility in the re-invention process.

The keynote speaker was noted author Jack Trout, President of Trout and partners,



Keynote speaker Jack Trout shares marketing tips at the 2000 Utah Employer Conference.

one of the most prestigious marketing firms in the world. His firm has worked with AT&T, IBM, Merrill Lynch, Xerox and many other Fortune 500 companies.

Mr. Trout explained that a business can succeed if it has a good idea that sets it apart from competitors, has the credentials to back its claims and can communicate this message to

customers.

Utah Attorney General Jan Graham presented the second annual work/life awards to the U of U Hospital, Community Nursing Services of SLC, and WR White of Ogden.

Plan now to attend the 2001 Utah Employer Conference. Details will be forthcoming in the October edition of the Employer Newsletter.

THANKS

to our 2000 Utah Employer Conference Sponsors:

- Gateway
- Convergys
- Datamark
- Blue Star
- Smith's Food & Drug
- Cookie Tree
- Quality Quick Print
- Detroit Diesel
- American Express
- Southwire
- Host Marriott Services
- Hexcel
- KSL 1160
- UPS
- 4Utah

DWS' Executive Director Testifies on UI/ES Reform

Executive Director Robert C. Gross delivered convincing testimony before the House Committee on Ways and Means in February.

Mr. Gross laid out a six point call for reform of Unemployment Insurance (UI) and Employment Services (ES) as follows:

- 1) Reform administrative financing of UI and ES;
- 2) More investment from fed-

eral government for employment and reemployment services;

3) Repeal of the temporary .2% unemployment tax surtax (no longer necessary);

4) Reduce fraud and abuse in UI by granting states access to National Directory of New hires;

5) Consider allowing states to determine eligibility for UI;

6) Retreat from position of budget neutrality for the UI and ES system (which has led to its underfunding).

Utah's Workforce: 1999 Summary, 2000 Outlook

The Questions

- What area of Utah is growing the fastest?
- What is the economic forecast for this year?
- What are the top fifty occupations in demand?
- What kind of workers participate in Utah's labor force?

The answers to these questions, and many more, are available on our website. A summary of that publication is included here; but for full details, check our website at www.dws.state.ut.us.

•Growth

Utah's southwestern corner, which consists of four counties containing 125,000 residents, is the fastest growing region of the state.

St. George and its surrounding communities, including Cedar City, have grown rapidly through the 1990's. However, many of the jobs are low-wage in the service-producing industries.

The rate of job growth in Utah's major industrial divisions ranged from -4 percent in mining to 7 percent in construction. Industrial diversity, where Utah ranks 13th among states, is one of the factors enabling Utah's economy to consistently prosper.

•Outlook for 2000

In a few words, the outlook for 2000 is "more of the same". The unemployment rate may creep up to 3.9, but joblessness should remain a relatively minor problem. This is largely due to the fact that Utah's economy will continue to generate an

adequate number of jobs. An exception to this is the eastern region of Utah, which continues to struggle with economic ups and downs, and has the slowest job growth and the highest unemployment in Utah.

•Top 50 Occupations

The demand for each occupation is a function of four factors: the volume of employment, the number of new jobs projected, the rate of job growth, and the number of openings that will occur to replace workers who leave the occupation.

Based on these factors, the top 50 occupations that offer the best prospects for employment from 1998 to 2003 include commercial artists, fast food workers, managers (financial, marketing, etc.), teachers and secretaries to name a few. For a complete list, go to our website, click on "Economic Information", click on "Utah Job Outlook", then "Job Outlook - Statewide". Look for the "Top 50 Occupations" and double click.

•Utah's Labor Force

Both Utah women and men take part in the labor market at higher rates than their national counterparts. Utah has a high labor force participation due to its young population. For a complete copy of this report, visit our website at:

www.dws.state.ut.us.

More Satisfied Employers...

"The use of Workforce Services facilities enabled our new company to conduct much needed interviews. We found your facilities and staff up to the highest level of professionalism in the industry. Our deepest thanks..."

*Mark Backman
Pulp Mold Packaging Global, Inc.*

"We appreciate all that Workforce Services does to assist our bank with placing new employees."

*Kathy Sheaffer
Hiring Staff Specialist
Zions Bank*

"We frequently hear from clients commenting on the quality of the people and the service of our local DWS office....[they] sang praises about the local DWS personnel!"

*Len R. Woolley
Executive Director
Box Elder Economic Development*

"Thank you for helping us fulfill our ongoing hiring needs. Your expertise and commitment are very essential to our organization, and frankly, we would not be successful without you. Hats off to your staff! Keep up the good work."

*A Satisfied Customer at the
Neways Company*

Utah Department of Workforce Services
Office of Communications
140 East 300 South
Salt Lake City, UT 84111

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Western Region

Ability

Continued from page 1

information about their products or services. Also, included were 5 health screening booths conducting blood draws to back adjustments, to DWS service providers and volunteers conducting office skills testing.

Representatives from the Social Security Admin., Bureau of Eligibility Services, and Five Co. Association of Governments were on hand to offer assistance and provide program and services information.

The positive image Utah's Job Connection has in Washington Co. is well deserved, thanks to the St. George EC and its relationships in the community.

Western Region Business Consultants

Beaver	Dennie Mathews	(435) 438-5498
Cedar City	Brent Carlile	(435) 865-6536
Delta	Ellen Allred	(435) 864-3860
Fillmore	Wendell Robison	(435) 743-5304
Junction	Janet Butterfield	(435) 577-2443
Kanab	David Nash	(435) 644-8910
Loa	Becky Pace	(435) 836-2406
Manti	Bruce Barton	(435) 835-0730
Nephi	Carol Lange	(435) 623-1927
Panguitch	Jolene Smith	(435) 676-8896
Richfield	Lela King	(435) 893-0016
St. George	Ruben Garcia	(435) 674-3812



Lee's Closing in Beaver

The longest established family business in town has closed down on Main Street in Beaver. Lee's Sporting Goods began as a ladies clothing store, owned by the late Flaral and Hyrum Lee, in 1937.

The business evolved into a sporting goods and mens' clothing store, owned in partnership by Hyrum, Merrill, and Clair Lee.

The town of Beaver is sad to see Lee's closing down and will miss them greatly.

Taken from an article in the Beaver Press, January 13, 2000